

ABSTRACT OF THE DISCLOSURE

A digital contents advertisement display system using auction includes: a contents outline disclosing part for disclosing an outline of contents distributed through a digital medium to an indefinite number of audience including sponsors; an advertisement tenant bidding part for allowing a sponsor to bid for an advertisement tenant contained in the disclosed contents; a sponsor determining part for knocking down the advertisement tenant to a sponsor that has bid a highest price; a contents creating part for correcting the advertisement tenant contained in the contents in accordance with requests from the sponsor, and completing the contents; and a contents distributing part for distributing the completed contents, wherein the contents have a function as an advertising medium.